

any VIEW, any time...

the transformation of VIEWS

As the financial services industry continues to evolve, so does the amount and type of information clients require to run their businesses at the highest possible level. “Clients already know that we can offer the highest standard in core processing to include custody, accounting and related services. But what they want from us, beyond that, is the ability to interrogate our data, to slice and dice it, so that the diverse needs of their own operation are satisfied with a few clicks of the mouse,” says Neil Henderson, Securities Processing and Fund Services executive, JPMorgan Investor Services.

The rapidly changing regulatory environment is a good example of the kind of circumstances that have moved clients to increasingly demand improved real-time access and drill down capabilities to highly accurate data, to help them meet their reporting requirements. In response to that demand, JPMorgan Investor Services has developed a very flexible, comprehensive reporting suite... vital for clients conducting business in today's dynamic marketplace.

Significantly more than an upgrade, *enhanced* VIEWS is JPMorgan's already solid technology platform taken to the next level. This best-in-class information delivery solution has markedly expanded to provide clients with industry-leading reporting capabilities. “We believe the depth and range of the *enhanced* VIEWS platform is the most extensive offered in the industry,” says John Galante, Chief Technology Officer, JPMorgan Investor Services. “It covers the entire range of services that JPMorgan offers, and provides clients with whatever level of reporting they require, from simple repetitive reports, to advanced, deep, drill-down statements.”

Using state-of-the-art technology, this new data-centric hub provides clients access to industry-leading Accounting, Custody and Securities Lending reporting capabilities. Its simple and user-friendly interface offers clients intuitive navigation and links to JPMorgan's other

web-based applications including: Performance, Compliance, Browser Transaction Initiation, Network News and Reference and Corporate Action Instructions Online. In addition, *enhanced* VIEWS will replace all existing legacy reporting tools including VIEWS Reporting, Portfolio VIEWS and InfoStation Reporter. The single sign-on feature, through the JPMorgan ACCESSSM client portal, provides clients with any view, any time, with minimal clicks.

“Our clients each have different needs,” Henderson explains. “Some require relatively simple, repetitive every day reports, where others tend to be more sophisticated ‘power users’, demanding access to a wider range of data.” According to Henderson, these clients, generally very analytic in nature, often wish to produce highly customizable output and require tools that allow them to manipulate and interrogate that data for their specific needs. *Enhanced* VIEWS allows for both: the simple and the complex.

“We have access to a massive amount of data,” Galante adds. “What we've done is organize that data rationally across a whole range of products — Custody, Accounting, Compliance, Securities Lending, Performance Measurement and related products — and then given clients the tools to access the data and produce customized reports that are meaningful to them.”

The First View... Performance

VIEWS Performance, the first installment of the enhanced client reporting, VIEWS product suite, is currently being rolled out to Investor Services' Performance Measurement clients. Using the same multi-tiered technology structure as all of VIEWS' client reporting applications, JPMorgan has combined the strength of Investor Services' progressively focused intellectual capital and its in-depth industry expertise, with leading edge technology to produce VIEWS Performance.

VIEWS Performance provides clients with Performance Measurement reporting that is easily customized to meet both the most basic and the most sophisticated performance reporting requirements. Applying an advanced proprietary multifactor model, integrated into VIEWS Performance is one of the most comprehensive, separate account, investment manager and mutual fund data-bases available in the marketplace. In addition, it

“Enhanced VIEWS is JPMorgan's already solid technology platform taken to the next level.”

features performance attribution, security level analytics, as well as risk measurement reporting, allowing clients to assess risk and style, as well as the value added to investment accounts and/or funds.

“There are a number of performance measurement products in the marketplace,” says Craig Heatter, Performance Measurement, Analytics and Risk Management executive, JPMorgan Investor Services. “We substantially reviewed every performance technology that was considered top-notch in the marketplace and determined that although there were some good products out there, none had the right mix of intellectual capital and state-of-the-art technology that we were looking for... none were market leading.”

“Driven by the demands of our clients, who are industry leaders themselves,” Heatter explains, “JPMorgan’s Business and Technology partners developed this first generation, extremely comprehensive product, Performance VIEWS, into what we believe to be a leading edge performance, analytics and risk, client reporting application.”

“Leveraging JPMorgan’s depth, breadth and scale, Investor Services continually strives to meet the dynamic requirements of the financial services industry. Delivering added value to our clients through a technologically advanced financial reporting infrastructure is the key to continuing to build on already strong business relationships,” Heatter says. “We now have, and will continue to build on, an infrastructure and architecture that can continually and easily be enhanced to meet clients’ expanding needs. In addition the VIEWS platform will also provide the necessary tools for our relationship, client service and product management teams to continue to provide the superior level of service that meets the needs of an ever evolving marketplace.”

VIEWS Performance is only the first tranche of an exciting, easy to use, VIEWS product. Additional enhancements include: state-of-the-art Custody, Cash, Accounting and Securities Lending reporting suites to optimize our clients’ portfolios and significantly augment the client experience. Look to future issues of *Thought* magazine for more details. ○○○

For more information contact your relationship manager or client service officer.

any VIEW... any time

- ▶ A user-friendly interface which is simple to use with easy, intuitive navigation and minimal clicks
- ▶ Customized reports on demand or via the scheduler in multiple formats (PDF, HTML, EXCEL) and multiple delivery options
- ▶ *Report Wizard* provides optimal flexibility and drill down and is easy to use for interrogating the database for information to create customized reports
- ▶ Advanced modeling tools for Investment Ledger reporting
- ▶ Advanced presentation capability including charts and graphs for board quality reports
- ▶ Quick access to information using the query capability
- ▶ New home page “dashboard”, permitting client customization of data and links which can be displayed on the page
- ▶ Completely flexible report writing capability, allowing users to choose and order data elements to be displayed on reports
- ▶ New “alert” capability, allowing instant access to information such as trade fails, expiring corporate actions, compliance breaks and significant market events
- ▶ A new “quick query” capability, permitting instant access to key data such as asset or cash balances, which will become accessible without running an actual report